

May 1, 2012

REQUEST FOR PROPOSALS

Reconstructed Website for the San Francisco Estuary Partnership

You are invited to submit a proposal for reconstruction of the website for the [San Francisco Estuary Partnership](#).

We are requesting proposals for a new content management system for our website, assistance with migration of content from our current site, site maintenance, and training for our staff, who must be able to update and revise most aspects of the site.

Proposals are due electronically to [Paula Trigueros](#) no later than May 21, 2012 at the close of business, 5: 00 P.M.

Background

The San Francisco Estuary Partnership, created in 1987 under the federal Clean Water Act, is one of 28 [National Estuary Projects](#). We work with a variety of public agency partners and non-governmental organizations to promote and protect a healthy Bay and Estuary.

SFEP's current website was built with a custom content management system, and has limited organizational, page layout, and content capabilities. It has been difficult to manage. Our new site will be built using a standard content management system that SFEP staff can use (with some training) to build and manage pages, including migration of current site. Once completed, the new website will serve as an information hub for the partnership and our projects, a science and technical resource center and a regional outreach tool to encourage environmental stewardship.

The current site is hosted and served at Bluehost and utilizes a MySQL database.

SFEP's parent organization is the Association of Bay Area Governments. Any contract resulting from this solicitation will be negotiated by ABAG and SFEP and administered by ABAG.

Approach

The contractor will develop a website that is

- Easy for staff to use as they create and update pages and content (i.e., based on an established content management system such as Drupal or Wordpress)
- Functional in a range of browsers including IE, Firefox, Safari, and Chrome; and mobile platforms including Android and Mac IOS

Scope of Work: Project Components

Task 1. Provide a new content management system for the SFEP website

- Prepare Workplan, to be developed in consultation with SFEP staff
- Design and implement an off-the-shelf, user-friendly content management system, including a navigation framework for the site
- Assist staff in migration of data from current site to new site
- Provide training to staff in populating templates and migrating existing content. Training may be in person or via teleconference.

Task 2. Design and implement new web pages

- New home page (see attached rough example; also see SFEP's [Bay Area Trash Tracker](#), login trashtracker, password 6f5fe58)
- Templates with flexible page design options for program area pages (see categories in table on example home page) and project pages (currently linked [here](#))
- New Watersheds section of the site, with functionality such as collaboration tools ("members only" password-protected area, forums, wikis, etc.), links to interactive map (being designed independently), interactive calendar of events (see [example](#)). See the [Ohio Watershed Network site](#), for an example of a web resource for watershed groups.

Optimally, the site will include the following:

- Main and article pages for Estuary Newsletter ([current page](#))
- Electronic newsletter subscriptions
- Photo gallery
- Ability to link to interactive maps (Google Maps-based)
- RSS/news feeds and subscriptions
- Internal search engine
- Sitemap

Timeframe

This is a 6-month contract. Starting date is on or before June 1, 2012.

Budget

Please submit a task-based budget that itemizes costs for the tasks and subtasks listed in the scope of work. Provide number of hours, hourly rate, and total cost for each task and subtask.

Please submit an hourly rate for site maintenance and training of SFEP staff

Up to \$15,000 is available.

What to Submit

Proposals should be no more than five pages in length. Please include the following:

- Cover letter covering highlights and unique features of proposal. Summarize any special terms and conditions of proposal. Include office address and contact information (phone and email).
- Proposal, including tasks budgets
- Resume or statement of relevant qualifications and experiences: Provide a summary of equivalent web development experience over the last 5 years.
- Portfolio examples (may be an annotated list of links)
- At least three references for similar work: a list of clients including contact name, address, telephone number, nature of job, length of engagement, contract amount (e.g. 1 year, \$ 30,000), and links to site(s) developed for each.

Proposal Evaluation Criteria

Each proposal will be evaluated according to the criteria below. Numerical scores will be tabulated for each offer. Qualifications and experience as a whole are more important than cost.

- 1) Qualifications and Experience - The Contractor will be evaluated based on the level of experience and background in performance of similar projects/programs. Contractor should be familiar with developing websites using current content management systems such as Drupal and Wordpress.
- 2) Quality of Proposal - The Contractor will be evaluated based on the adequacy and responsiveness of the proposed approach to achieving the objectives described in this Request for Proposals.
- 3) Quality of submitted portfolio
- 4) References
- 5) Proposer's availability to do the work on SFEP's timeframe

Contract Award

Contract award shall be made to the responsible Contractor whose proposal is most advantageous to ABAG and the Estuary Partnership, evaluation factors, costs, and other factors, considered. Our objective is to obtain the highest qualified contractor to achieve the objectives within a realistic time frame and reasonable cost.

This RFP does not commit ABAG to award a contract. We reserve the right to reject any or all proposals received in response to this request. The Applicant is informed that the award of any contract as the result of this solicitation is contingent upon the availability of Federal funds.

Proposal submission and selection

Proposals are due electronically by 5:00 pm Pacific Standard Time on May 21, 2012. Please email proposals to Paula Trigueros, ptrigueros@waterboards.ca.gov

Please submit any questions by email to Paula at the above address. Answers will be distributed to all vendors and posted on the ABAG website.